

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claim

Claims 1-2 (canceled).

1 Claim 3 (currently amended): ~~The method of Claim 1 further~~
2 ~~comprising the steps of:~~ A method for dynamically providing
3 a visual representation of a customizable advertisement
4 within the context of a browser program running on a client
5 computer comprising the steps of:

6 (a) downloading a Web page file from a Web server,
7 the Web page file including at least one
8 advertising fragment;

9 (b) locating an advertising applet program on an
10 applet server using the advertising fragment, the
11 advertising applet program containing program
12 logic specifying how to construct the
13 customizable advertisement;

14 (c) running the advertising applet program within the
15 context of the browser program at the client
16 computer to execute the program logic to
17 construct the visual representation of the
18 customizable advertisement;

19 (d) determining run time specific information for
20 constructing the customizable advertisement; and

21 (e) using the run time specific information as input

22 to the advertising applet program when
23 constructing the visual representation of the
24 customizable advertisement.

1 Claim 4 (original): The method of Claim 3 wherein run time
2 specific information is obtained from reading a Web browser
3 cookie file.

1 Claim 5 (original): The method of Claim 3 wherein the run
2 time specific information is obtained from reading a
3 computer specific identifier from the client computer.

Claims 6-11 (canceled).

1 Claim 12 (currently amended): ~~The apparatus method of Claim~~
2 ~~10 further comprising:~~ An apparatus for dynamically
3 providing a Web page with a user specific advertisement
4 banner on a client computer display comprising:
5 a Web browser requesting a Web page stored on a Web
6 server containing an advertising fragment;
7 a reference to an advertising applet program on an
8 applet server obtained using the advertising fragment;
9 the advertising applet program constructing the
10 advertisement banner on the client computer for display in
11 the Web browser;
12 run time specific information for constructing the
13 customizable advertisement; and
14 where the advertising applet program uses the run time
15 specific information as input when constructing the
16 advertisement banner.

1 Claim 13 (original): The apparatus of Claim 12 wherein user
2 specific information is obtained from reading a Web browser
3 cookie file.

1 Claim 14 (original): The apparatus of Claim 12 wherein the
2 user specific information is obtained from reading a
3 computer specific identifier from the client computer.

Claims 15-20 (canceled).

1 Claim 21 (currently amended): ~~The computer program product~~
2 ~~of Claim 19 further comprising instructions to:~~ A computer
3 program product comprising:

4 a computer usable medium comprising:

5 a set of computer program instructions
6 embodied on the computer usable medium,
7 including instructions to:

8 download a Web page file from a Web server, the
9 Web page file including at least one advertising
10 fragment;

11 locate an advertising applet program on an applet
12 server using the advertising fragment, the advertising
13 applet program containing program logic specifying how
14 to construct the customizable advertisement;

15 run the advertising applet program within the
16 context of the browser program at the client computer
17 to execute the program logic to construct the visual
18 representation of the customizable advertisement;

19 determine run time specific information for
20 constructing the customizable advertisement; and

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21 use the run time specific information as input to
22 the advertising applet program when constructing the
23 visual representation of the customizable
24 advertisement.